

Message Text

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PAGE 01 MANILA 10403 160646Z

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SUBJ: FY 1976 COUNTRY COMMERCIAL PROGRAM --FOURTH QUARTER REPORT

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1. TWO HIGHLY SUCCESSFUL CATALOG SHOWS HIGHLIGHTED THE FOURTH QUARTER OF THE 1976 COUNTRY COMMERCIAL PROGRAM. BOTH ATTRACTED LARGE CROWDS AND GENERATED A SIGNIFICANT NUMBER OF TRADE INQUIRIES. THEIR SUCCESS PROBABLY OWED MUCH TO THE PRESENCE AT EACH OF AN INDUSTRY EXPERT AS WELL AS TO THE PRODUCT DISPLAYS WHICH WERE RECRUITED FROM LOCAL AGENTS OF PRINCIPALS IN THE SHOWS.

2. THESE TWO SHOWS WERE THE U.S. OFFICE EQUIPMENT, COMPUTER, AND SUPPLIES CATALOG SHOW IN MAY AND THE EDUCATIONAL TRAINING AIDS CATALOG SHOW IN JUNE. THE FIRST SHOW WAS ALL THE MORE REMARKABLE IN THAT ITS OBJECTIVES WERE ACHIEVED DURING THE FIRST TWO DAYS, AS TYPHOON OLGA FLOODED OUT THE REST OF THE EXHIBITION PERIOD. THE SECOND SHOW WAS HELD AT USIS'S THOMAS JEFFERSON CULTURAL CENTER, AND AS USUAL USIS RENDERED TREMENDOUS SUPPORT AND ASSISTANCE.

3. BOTH SHOWS, HOWEVER, PUT A VERY HEAVY STRAIN ON OUR RESOURCES AS THEY WERE NEW REQUIREMENTS TO OUR CCP AND ALSO AS THEY CAME BACK-TO-BACK (AND FOLLOWING A CCP HEALTH CARE UNCLASSIFIED

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PAGE 02 MANILA 10403 160646Z

SEMINAR IN APRIL), FORCING US TO DELAY TRADE INQUIRY RE-

SPONSES AND OTHER TRADITIONAL SERVICES. THEY ALSO COINCIDED WITH THE DEPARTURE OF THE KEY COMMERCIAL OFFICER WHO RETIRED AFTER 32 YEARS OF SERVICE AND WHOSE REPLACEMENT WILL NOT ARRIVE UNTIL SEPTEMBER 3. WE ALSO LOST THE SERVICES OF ANOTHER OFFICER FOR TWO WEEKS TO THE VISA SECTION WHICH DESPARATELY NEEDED HELP. FINALLY, THERE WILL BE A GAP OF TWO WEEKS BETWEEN ONE TRANSFER AND THE ARRIVAL OF HIS REPLACEMENT. WE ESTIMATE WE WILL LOSE 94 FSO WORK-DAYS DURING THE FOURTH AND FIFTH QUARTERS--THAT IS, ALMOST ONE HALF OF A MAN-YEAR.

4. IN THE MEANTIME, WE WILL ALSO HOST A COMPUTER SEMINAR AT THE END OF AUGUST AS A MEANS OF PROMOTING FILIPINO ATTENDANCE AT A COMPUTER SHOW AT THE U.S. REGIONAL TRADE CENTER IN SINGAPORE. THIS IS A NEW, AD HOC REQUIREMENT.

5. THE FIFTH QUARTER WILL BE A BUSY ONE, AS THE IMF/IBRD MEETING WILL BRING SOME 3,000 VISITORS (INCLUDING PERHAPS A 100-MEMBER U.S. DELEGATION). ALSO, AT THE BEHEST OF THE PHILIPPINE GOVERNMENT, THE EMBASSY HAS AGREED TO MOUNT A PRINTING AND GRLTIC ARTS EXHIBIT AS PART OF THE INAUGURATION OF THE PHILIPPINE CENTER FOR INTERNATIONAL TRADE AND EXHIBITION. (SEE MANILA 7707) THIS WILL COINCIDE WITH THE IMF/IBRD MEETING. THESE ACTIVITIES ARE, OF COURSE, NOT INCLUDED IN THE CCP.

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